

### REMARKS

This application has been carefully reviewed in light of the Office Action dated May 13, 2010. Claims 1, 2, 4, 6, 15, 16, 18, 20 and 22 are in the application, with Claims 1, 20 and 22 being independent. Claims 3, 5, 7 to 14, 17 and 19 have cancelled, and Claims 1, 2, 4, 15, 16, 18, 20 and 22 have been amended. Reconsideration and further examination are respectfully requested.

Claims 1, 3 to 8, 10, 17 to 20 and 22 were rejected under 35 U.S.C. §102(b) over U.S. Patent Application Publication No. 2001/0053247 (Sowinski); Claim 2 was rejected under 35 U.S.C. § 103(a) over Sowinski in view of U.S. Patent Application Publication No. 2001/0016820 (Tanaka); Claims 9 and 11 were rejected under § 103(a) over Sowinski in view of U.S. Patent No. 6,823,459 (Horikoshi); Claim 12 was rejected under § 103(a) over Sowinski in view of U.S. Publication No. 2002/0126322 (Kadowaki); and Claims 13 to 16 were rejected under § 103(a) over Sowinski in view of Japan 2002-312429 (Shinichi). Reconsideration and withdrawal are respectfully requested.

Independent Claim 1 as amended generally concerns an image reading apparatus arranged to connect, via a network, to at least a first external service and a second external service, each of which provides a service for processing image data generated in the image reading apparatus. The image reading apparatus comprises an image reading unit configured to read an image on an original document and generate digital image data corresponding to the read image, an input unit configured to input a first password for an operator of the image reading apparatus, and an authentication unit configured to authenticate the operator based on the first password input by the input unit. The image reading apparatus further comprises an acquiring unit configured to acquire,

when the authentication by the authentication unit succeeds, personalized service information which is associated with a first ID of the authenticated operator, the personalized service information including at least first setting information which contains a second ID and a second password for the first external service, and second setting information which contains a third ID and a third password for the second external service. In addition, the image reading apparatus comprises a personalizing unit configured to personalize a setting screen according to the acquired personalized service information, and a transmitting unit configured to transmit various settings which have been set based on the personalized setting screen, the second ID, the second password, and the generated digital image data to the first external service in a case where the first external service is selected, and to transmit various settings which have been set based on the personalized setting screen, the third ID, the third password, and the generated digital image data to the second external service in a case where the second external service is selected.

Thus, among its many features, Claim 1 provides for (i) acquiring, when authentication succeeds, personalized service information which is associated with a first ID of the authenticated operator, the personalized service information including at least first setting information which contains a second ID and a second password for a first external service, and second setting information which contains a third ID and a third password for a second external service, (ii) transmitting various settings which have been set based on a personalized setting screen, the second ID, the second password, and a generated digital image data to the first external service in a case where the first external service is selected, and (iii) transmitting various settings which have been set based on the personalized setting screen, the third ID, the third password, and the generated digital

image data to the second external service in a case where the second external service is selected.

By virtue of the foregoing, it is possible for an operator to more easily use respective services by inputting a first password, but without the need to input IDs and passwords for the respective services.

Turning to the applied references, Sowinski, Tanaka, Horikoshi, Kadowaki and Shinichi are not seen to disclose or suggest at least foregoing features (i) to (iii), nor the attendant benefits provided thereby.

As understood by Applicant, Sowinski discloses a system for providing photo finishing services to a customer by scanning a film to produce digital images, displaying examples of various looks on a color display, receiving a customer's selection of a preferred look, and applying the look to produce a processed image. Sowinski is seen to disclose that a customer is identified based on a customer ID and password and that pre-built preference profiles are provided to the customer.

The Office Action at pages 16 to 17 alleges that “the external services is not just for whole sale, but also for a PC, a kiosk, a mobile device, a minilab, an online service provider, etc.”, and takes the position that “Sowinski discloses that the workstation 607 corresponds to one of the claimed plurality of external services”. Applicant respectfully disagrees.

In particular, Sowinski is not seen to disclose or suggest a service associated with its own ID and password. Accordingly, Sowinski is not seen to disclose or suggest (i) acquiring, when authentication succeeds, personalized service information which is associated with a first ID of the authenticated operator, the personalized service

information including at least first setting information which contains a second ID and a second password for a first external service, and second setting information which contains a third ID and a third password for a second external service, (ii) transmitting various settings which have been set based on a personalized setting screen, the second ID, the second password, and a generated digital image data to the first external service in a case where the first external service is selected, and (iii) transmitting various settings which have been set based on the personalized setting screen, the third ID, the third password, and the generated digital image data to the second external service in a case where the second external service is selected.

In addition, Tanaka, Horikoshi, Kadowaki and Shinichi have been reviewed and are not seen to compensate for the deficiencies of Sowinski. In particular, Tanaka, Horikoshi, Kadowaki are not seen to disclose or suggest foregoing features (i) to (iii).

Claim 1 is therefore believed to be allowable over the applied references.

In addition, independent Claims 20 and 22 are method and computer-readable storage medium claims, respectively, which generally correspond to apparatus Claim 1. Accordingly, Claims 20 and 22 are believed to be allowable for the same reasons.

The other claims in the application are each dependent from the independent claims and are believed to be allowable over the applied references for at least the same reasons. Because each dependent claim is deemed to define an additional aspect of the claims, however, the individual consideration of each on its own merits is respectfully requested.

No other matters being raised, it is believed that the entire application is fully in condition for allowance, and such action is courteously solicited.

Applicant's undersigned attorney may be reached in our Costa Mesa, California office at (714) 540-8700. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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